

## Membership Promotions and other important dates



### Tools to help Chapters recruit and retain members:

- New member benefits
- National membership campaigns
- MemberNet reports for Chapter leaders (at [www.prsa.org](http://www.prsa.org))
- Speakers bureau for programs ('Resources' at [www.prsa.org](http://www.prsa.org))
- Leadership calls with Board, membership and other committees
- Regular Chapter e-mail communications from National
- E-groups: online communities for members

<b>JANUARY</b>	<b>Web Contest/Free Membership Giveaway/Prospects</b>
<b>FEBRUARY-MARCH</b>	<b>Taste of PRSA Promotion*</b> Waive \$65 initiation fee, new members also get \$15 PRSA voucher*.
<b>APRIL</b>	<b>Web Contest/Free Membership Giveaway/Prospects</b>
<b>MAY-JUNE</b>	<b>Chapter Appreciation Promotion*</b> First year chapter dues waived for new members.
<b>JUNE 3</b>	<b>PRSA National Silver Anvil Evening</b>
<b>JUNE 4-5</b>	<b>Leadership Rally, New York</b> For Chapter Presidents-Elect and District & Section Chairs-Elect.
<b>JULY</b>	<b>July New Member Contest</b>
<b>AUGUST</b>	<b>Web Contest/Free Membership Giveaway/Prospects</b>
<b>OCTOBER 23</b>	<b>Assembly, New York</b>
<b>OCTOBER 24-26</b>	<b>International Conference, New York</b>
<b>AUGUST - NOVEMBER</b>	<b>Conference Promotion</b> Nonmembers who register for the full conference receive a free one-year national membership. Eligibility requirements apply.
<b>OCTOBER - NOVEMBER</b>	<b>Section Appreciation Promotion*</b> First year dues waived for one Professional Interest Section for new members.

\* For Full members only, Associate members are not eligible for this promotion  
Subject to change. Additional promotions may be announced during the year.

Questions? Contact [membership@prsa.org](mailto:membership@prsa.org) or [chapters@prsa.org](mailto:chapters@prsa.org) or 212-995-2230